



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

**Kvalificerad Yrkeshögskoleexamen**

**Internationell Säljare B2B**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Advanced Higher Vocational Education Diploma in**

**International B2B Sales Representative**

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge how to develop business acumen in theory, and skills to execute it in international B2B sales.
- Knowledge of market strategy work in a commercial operation, and skills to tactically support and design a marketing mix and various kinds of marketing measures.
- Knowledge of the different meanings and applications of entrepreneurship.
- Knowledge of the different stages of the sales process, sales planning, sales methodology and sales psychology, as well as sales promotion and trade fairs.
- Skills in one-on-one and practical sales, where several sales techniques are trained as well as strategic competitive tools and tactical marketing tools. Knowledge of different CRM systems for administrative use.
- Knowledge of business economics, financial reports and key ratios, and skills how to apply fundamental economic principles, such as calculation, profit planning, variable costing, cost price calculation and pricing.
- Knowledge and understanding of the role of law in an enterprise's decision process, and the structure of the legal system, contract law, as well as consumer law and marketing legislation - both Swedish and international.
- Knowledge of international marketing and export sales, economic, cultural and legal factors that affect a company's international marketing.
- Knowledge of the English business language and skills in verbal and written communication, as well as intercultural communication, presenting products and concepts, interview techniques, meetings and various correspondence.
- Knowledge and understanding of the role as a key account sales representative, and the financial factors that guide the choice of key customers, knowledge of planning systems for key account relations, skills in how to identify key customers and develop a customer relation.
- Knowledge about international logistics, and what logistical problems could occur when companies operate in an international environment. Knowledge of public procurement, the process and legal demands.
- Knowledge about project methodology and advanced system sales, and skills where the ability to conduct and participate in projects effectively develops.
- Skills earned through "Learning at work", i.e. during an internship at two occasions for a total of 26 weeks.
- Competence to use everything learned in a final graduation project for an external client, present a written and verbal report of a solution to their dilemma within a sales and marketing plan.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

International B2B Sales Representative, International Account Manager, Key Account Manager within sales both Swedish and international, Project Manager within Sales and Marketing, Export and Marketing Executive in companies/organizations

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
SEQF/EQF:	Fail (Icke godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

## 6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		<b>weeks</b>
<b>Further information</b>		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
Entry requirement is successful completion of upper secondary education.		
For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: <a href="http://www.myh.se">www.myh.se</a>		

### (\*) Explanatory notes

This document is intended to provide additional information about the specified diploma and has no legal status in itself. It is based on Council Resolution 93/C No. 49/01 of 3 December 1992 on the transparency and clarity of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency and clarity of vocational education certificates, and the European Parliament and Council Recommendation 2001/613/EC of 10 July 2001 on mobility within the Union of students, persons undergoing vocational training, volunteers, teachers and educators.

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